

## Customer Network Analysis for Social CRM

In response to the public's rapid adoption of "web 2.0" and its many manifestations, CRM professionals worldwide have been working to define what the "social" web – rife with customer voices, preferences, and opinions – means for the management of customer relationships. The transition to "social CRM" (sCRM) signifies a shift from a company-centric, "transactional" communication model to a customer-centric, "interactional" communication model. And that means a lot more of the part of the communication process that usually gets left in the undergraduate classroom:

Listening.

CNA can help you to:

- Increase inter-customer relationships to drive community and brand loyalty
- Customize your responses and messaging to the web habits of your audience
- Surprise and delight customers by meeting them in the web hangouts they frequent
- Grow Customer Lifetime and related values

## Listening in the age of conversation

Your customers are moving on the social web, exchanging millions of ideas and opinions every second. They readily share their thoughts about everything from their favorite band to their broken vacuum, offering for free the sort of customer insight that market researchers would spend weeks unearthing in yesteryear.

The trouble with this influx is the pure volume and velocity with which this information is produced and shared. There are myriad “social media monitoring” platforms that can help you to discover where people are talking about your brand or keywords surrounding your brand. But with information coming this fast and furious, how are you supposed to “listen” attentively through all the noise?

The answer can be found with the help of Customer Network Analysis (CNA), a cutting-edge methodology that allows you to get customer insight starting where it matters most – with the customer.

According to the [Twitter blog](#), in June 2010 this popular microblogging service reached a new record of tweet production: 3,085 TPS (tweets per second) during the NBA Championship game between the Los Angeles’ Lakers and the Boston Celtics. That’s a lot of talk – and Twitter is only one the growing number of “social” platforms on which your customers might be moving and talking.

## CNA for sCRM: Same game, different player

There's a long list of awesome platforms that will allow you to monitor social media activity and analyze the conversation that you find there. But there are still major gaps in this type of customer intelligence. For starters, these platforms search for the brand name or keyword, not the customer – so what happens to the relationships you've already captured in your CRM systems? Second, these platforms usually only search "social media" websites like blogs, Facebook, and Twitter. Although these are certainly vital sources, monitoring only social media leaves behind a wealth of web resources with information that will help you get to know your customer better.

CNA approaches the social solution the other direction. We take your existing customer and prospect data – such as names and emails – and search hundreds of millions of text-based public web sources to help you get a bigger, clearer picture of your customers on the social web. By collecting, filtering, and analyzing the data from these sources, we can enrich your existing customer profiles with answers to the following questions:

- Which websites are my customers visiting and using the most?
- On which social websites is my audience most active?
- How active are they on these sites?
- What is the total referral potential of "Customer A" on the web?
- How influential is "Customer A" in her overall online network?
- How influential is "Customer A" within my existing customer base?
- Who are the influential figures for my overall customer base?
- Who are the influential figures for a particular topic of interest?

There are many implications for these answers as a supplement to an existing CRM system. After all, sCRM is an expansion upon – not a replacement of – “classic” CRM.

### Put CNA to work for your CRM system

Understanding where your customers hang out on the web and how they use their preferred channels can enable better communications efforts through more precise message channeling. Surprise and delight your customers by joining the conversation when and where it is already happening. By rating your customers based on their level of influence, you can whitelist your multipliers and deepen relationships with the people who will have the biggest impact for your brand. You can boost customer lifetimes and loyalty by strengthening inter-customer relationships. Understanding the interest clusters and recognizing the opinion leaders within those clusters can teach you about new avenues in which to engage and collaborate with your customers.

If socialCRM is really about running a customer-centric business, isn't it important for you to start with the customer instead of the brand? Sociomantic CNA may be one big step in the customer direction.